Analysis of enterprise communication strategy in social media environment

——Take Coca Cola "nickname bottle" as an example

Zhijie Li

Zhangzhou Vocational College of Science and Technology, Zhangzhou, Fujian, 363202

Abstract: with the emergence and development of new media tools such as microblogging, wechat and dithering, the behavior of consumers has changed fundamentally. The traditional marketing strategy has not adapted to the communication requirements of enterprises in the new environment. Enterprises must formulate appropriate communication strategies in order to achieve long-term development in the increasingly complex environment and competitive market. This paper will take Coca Cola "nickname bottle" as an example, and analyze its communication strategies, hoping to play a reference role in some communication problems faced by today's enterprises.

Key words: social media; Coca Cola; Communication strategy

1. Research background and significance

In recent years, with the development of social media, the status of consumers has also undergone a fundamental change, from the original obedience to the dominant position now. At this time, with the change of the marketing environment, enterprises must change the traditional mode of communication to adapt to the new environment. Only in this way can they develop in the increasingly complex marketing environment and competitive market environment. Especially for those traditional enterprises with a long history, it is not easy for them to change for a while. In this complex environment, there is no lack of brave experimenters. They face the real problems with innovative communication methods and have made good development. For example, the "nickname bottle" activity launched by Coca Cola in the summer of 2013 is a good case. This paper will analyze the strategies used in the whole communication process and summarize its successful experience for enterprises to learn and use for reference.

2. Definition and characteristics of social media

2.1 Definition of social media

Social media comes from the word 'social media' in English. It first appeared in an e-book called whatis social media in 2007. Antony Mayfield gave a brief definition: social media is a new online media that gives users a lot of room to participate. This definition emphasizes the user participation of social media, Pointed out the core of social media.

At present, social media does not have an accurate and authoritative concept. Through the collation and analysis of relevant data, the author gives such a description: social media is a communication platform based on people to people communication and interaction, which fully gives Internet users the right to create and broadcast independently. Through this platform, everyone has become a producer and disseminator of information, and Internet users have achieved unprecedented exchanges and interactions.

2.2 Characteristics of social media

The characteristics of social media can be summarized as: high transparency, interactive participation and sociality. Due to the freedom and openness of the network era, the public can participate in network activities, make their own voice reasonably, and track, observe and interact with other people's network activities within a certain range. This transparency and participation and interaction are a strong guarantee for social media to have a broad mass base. Different from the traditional media based on production content, social media pays more attention to the shaping of relationship, and forms UGC (user created content) and CGM (consumer generated media) on this basis. Users are producing content, but the underlying psychological need to promote their production of content is social. Users do not produce content for the purpose of producing content, but to expand their social circle and get more attention.

3. Changes of consumers in social media environment

3.1 Owner of marketing media

The communication purpose of social media and mass media is the same, but the difference is that if the information sent can attract consumers, they will actively become the disseminators of information, which means the arrival of the era of we media. What enterprises need to do is how to activate the activity of consumers through information, so that they can become the main body of effective and

continuous communication. It is to inherit the characteristics of traditional word-of-mouth communication and expand the communication effect.

3.2 Producers of marketing content

In the era of traditional marketing, the communication content is usually produced and transmitted by the communication subject. In the era of social media, users are not only the owners of marketing media, but also the producers of marketing content. They show the content they want to share to other Internet users through the network platform. Users' evaluation and rating is a form of their own content. Generally, such content has the following characteristics: personalization, emphasis on creativity, weak interest driven, and randomness of content release. This makes these contents easily accepted by other users in the process of dissemination. For enterprises, these contents are undoubtedly good materials for enterprise brand network communication.

3.3 Founder of marketing market

In the era of traditional media, the control of product production and design is in the hands of enterprises. With the advent of the era of interactive network, users can customize the products and services they need according to their own needs, and then put forward their own personalized requirements to businesses. In a deeper sense, users are also the creators of the marketing market. This brings opportunities to enterprises, because no one understands their needs more timely and accurately than consumers themselves. Enterprises should seriously adopt the opinions of consumers. Only in this way can enterprises have better competitiveness and make more profits.

3.4 Lack of time and attention

Nowadays, people's pace of life has become faster, and time and energy have become valuable resources. They choose and accept information from their own perspective. They can shield or ignore the content they are not interested in in various ways. Enterprises must evaluate and screen a large amount of information to get information that is easy to attract the attention of the audience and easy for them to understand quickly. At this time, creativity plays a decisive role. Creativity here refers to content creativity, that is, the information sent by enterprises to consumers can only move them or arouse their resonance, To attract them to participate and interact.

3.5 Levelization of consumer trust

In the network environment of social media, consumers increasingly don't believe in the information of enterprises or the so-called authoritative words of advertising spokesmen. They trust the information of friends or community members more. That is to say, consumers' trust in enterprises is transferred to those who love them in the network. In this process, opinion leaders play a very important role.

In short, in the era of social media, the status of marketing subject has been transferred to consumers, the marketing environment has changed greatly, and the marketing strategy of enterprises should also be changed accordingly.

4. Coca Cola's "nickname bottle" and its communication strategy

4.1 Proposal of Coca Cola's "nickname bottle"

In the social media environment, great changes have taken place in the thinking and lifestyle of consumers, especially young consumers, and the original communication strategy of the enterprise is difficult to adapt. Therefore, Coca Cola launched an interactive marketing activity of product form innovation in the summer of 2013. The company selected more than 70 young people to mark their nicknames with ingenuity, Such as "goddess", "pure man", "little fresh", "talented woman", etc., are printed on the product label.

The following is the planning process of the whole event:

First, in the warm-up phase, the company mailed the nickname bottle to four categories of people without prior notice: stars, artists, media people and agents; Their social accounts have many loyal fans. They are opinion leaders with great appeal on social media. Their every move also aroused the curiosity and onlookers of young people. When they received the nickname bottle and shared their feelings on social media, they attracted a lot of attention and discussion. With the 22 suspense Posters Released by the company, the news of Coca Cola's "dress change" was naturally uploaded on the Internet.

Second, on May 29, the true face of Coca Cola's new outfit was finally revealed. Because of their distinctive popularity and network color, these nicknames triggered a heated discussion on the Internet for a time, and then the news spread rapidly on various social networking platforms, and subsequently attracted a large number of media attention and reports, making it a matter of great concern.

Finally, Coca Cola announced the official launch of the 2013 summer marketing campaign of "cool summer, share happiness" at the Shenzhen concert venue of its new spokesperson "May Day", which also announced the full launch of new products. The campaign pushed the nickname bottle change event, which had received great attention, to a climax again.

Through this carefully planned marketing campaign, Coca Cola is no longer just a carbonated beverage. It has changed the impression that Coca Cola is conservative and stereotyped in the hearts of young people, and has become a symbol of their young personality trend, which has injected new vitality into the shaping of the brand image.

4.2 Communication strategy analysis

(1) Use the celebrity effect to attract attention to the "nickname bottle" event

The characteristics of "opinion leaders" are: they have a wide social circle, have a strong appeal, and they like to share the new things they accept and the experience of things. In this way, enterprises can activate the "silent majority" of consumers on the network through opinion leaders, and guide them to recognize the brand. What enterprises need to do is to subdivide and distinguish consumer groups in the communication chain, find opinion leaders, and make good use of them. Before preparing to launch the "nickname bottle" to the market, the company will first send online languages such as "goddess", "pure man", "little fresh", "talented woman" to star artists and influential opinion leaders on the Internet, and invite them to share their gifts ("drying bottles") on the Internet, Since all the stars and opinion leaders were originally the onlookers of netizens, the question that they received "gifts" unexpectedly naturally became the topic of further discussion among netizens.

(2) Creative communication strategy

For Coca Cola, which has a long history, its impression on consumers is "conservative". With the emergence and development of social media, this impression has become more prominent, which obviously does not meet the needs of its target young consumers. Therefore, the company launched the "nickname bottle" activity. It should be said that this activity is an extension of the "share a coke" activity launched by Coca Cola in Australia in 2012. However, this is by no means a simple copy, because each country has its own culture. The western world pays more attention to individuals and respects individuals, while Asian countries attach great importance to groups. The label culture itself is also Chinese culture. At the same time, the nickname bottle activity meets the young generation's pursuit of cultural and psychological freshness and satisfaction. Through this activity, Coca Cola company has achieved good results. It can be seen that good content is good creativity, which often comes from consumers.

(3) Integrate communication strategies to form a complete o2o closed-loop communication

In this marketing campaign, Coca Cola first sent the nickname bottle to "opinion leaders", and then suggested them to share happiness on the Internet. Later, at the "Shuangdong red pa" activity site, consumers can print their own names or their favorite nicknames on the machine where the customized nickname bottles are placed. In this way, online and offline are integrated. From online to offline, consumers customize the nickname bottle online and then put it on the Internet. In this way, an o2o closed loop is formed, which can be reciprocated with the activity. Moreover, the Coca Cola company took advantage of the popularity of online and offline activities to push the marketing activity to a climax again through some shopping platforms such as store 1 and microblog.

(4) Customized communication strategy

In the new media network environment, due to the application of big data technology, customized services have become a reality. The launch of Coca Cola happy "nickname bottle" fully reflects the characteristics of customized communication. At the same time, happy "nickname bottle" can become a symbol of a certain group to some extent. This "nickname bottle" characterized by focus also creates conditions for customized communication, For example, nicknames such as "immortal sister" and "literary youth" represent different ethnic groups. Of course, their demand for products or services is also different. Therefore, enterprises can send targeted information to consumers according to their different ethnic characteristics. Customized communication by enterprises can not only meet the different personalized needs of consumers, but also improve the degree of differentiation of enterprises, which is conducive to competition.

5. Summary

The strategy adopted by Coca Cola in this marketing campaign will give relevant enterprises in China meaningful exploration and inspiration. Here, the author also stresses two points: (1) no matter how the environment changes, the core value of the brand should remain unchanged. Brand is the core competitiveness of enterprises, which is unique and can effectively distinguish other enterprises so as to maintain advantages; □2□ Enterprises should not directly copy the mode of Coca Cola's communication activities for quick success and instant benefit. Enterprises should make the best solution according to their own situation and the actual problems they face. What successful enterprises deserve our reference is a way of thinking and method to solve problems. Any imitation without judgment will not achieve good results, or even have bad consequences.

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